

Abstract 652

TITLE: Latino men's HIV prevention project deploy diffusion model in Southern Arizona

AUTHORS: Perez, Ernest D (Southern Arizona AIDS Foundation, Tucson, Arizona)

ISSUE: Latinos account for the majority of the HIV cases reported each year in Arizona among minority groups, a large majority of these Latino AIDS cases are in men who have sex with men (MSM).

SETTING: The project's main office is in Tucson, Arizona and subcontracts with an agency in Nogales, Arizona in Southern Arizona near the U.S/Mexico border.

PROJECT: The Latino Men's Health Project, "Salud es Poder" is a community level intervention that adheres to the basic diffusion theory model pioneered by Dr. Jeffrey Kelly in mid-sized Southern cities, however Kelly's training curriculum for credible peer leaders was rewritten to make it relevant to the realities of Latino MSM. The CDC funded project has initiated several activities: 1) the development of a unique curriculum that melds prevention methodology with the unique cultural characteristics of Southern Arizona MSM, 2) field events to recruit Latino MSM into the project, 3) utilization of the curriculum to train credible peer leaders who are spreading effective HIV prevention messages through the social networks of Latino MSM in Southern Arizona, and 4) development of prevention media that are well recognized by Latino MSM in Tucson.

RESULTS: The training curriculum being in English and Spanish is used to train 18 Credible Peer Leaders: Over 209 promotional events were conducted, reaching 3687 individuals. Almost, 75% were male while two-thirds were MSM; CPLs delivered over 100 documented messages to their peers; and small print media is produced and disseminated to Latino MSM in the target communities.

LESSONS LEARNED: Credible peer leaders have advocated consistent condom use during anal sex with casual partners; increased awareness of the effects of alcohol and drugs on attempts to lower risk; increased awareness to more healthy sexuality including cultural barriers; increased feelings of brotherhood, and increased counseling and testing to Latino MSM.

PRESENTER CONTACT INFORMATION

Name: Ernest D. Perez

Address: 151 S. Tucson Blvd. Suite 211
Tucson, AZ 85716

Telephone: (520) 322-6226

Fax: (520) 322-9557

E-mail: SALUD@SAAF.COM